RACE RELATIONS IN BRAZIL

Brazil – US Similarities

	Brazil	US
Size	8,514,877 km^2 (5)	9,826,675 km^2 (4)
Population	201 million (5)	317 million (3)
Population Density	22/km^2	31/km^2
Largest City	São Paulo (19.8 million)	New York (19.0 million)
Population Exchange	377,000 Americans	750,000 Brazilians
GDP	US$2.517 trillion (7th)	US$15.065 trillion (1st)
GDP / Per Capita	$12,916	$48,147

BRAZILIAN CULTURE

➤ **Brazil's culture is one of its best assets and greatest calling cards to the outside world**
  - o **Brazil's flexible, creative, and welcoming culture is also felt in music and arts**

➤ **Brazilian culture defined by *antropofagia* or cannibalism**
  - o **Derived from the cannibalistic customs of the *Tupinambá* indians**
  - o **Since the Modernist Movement of 1922 it is used to refer to *antropofagia cultural* or the way Brazilians have borrowed from other traditions for its music and arts**

➤ **This reflects how Brazil has always been influenced by outside ideas, despite being insular country**

TROPICAL LIFESTYLE

➢ **Brazil has aura of fun and surf**
- **Many terms for play: *brincar, divertir, curtir, jogar***
- **Physical beauty is valued**
- **Stylish dressing (European influence) and dressing up**

➢ **Important role of beach life**
- **Highly valued**
- **Interesting equalizer role**
  - **Although beaches in Rio are somewhat segregated**
- **All beaches are all public property**

➢ **Importance of social life**
- ***Tomar chop no barzinho***
- **Frequent holidays, long weekends**
- **Good at partying (Carnival, birthdays, night clubs)**

➢ **Importance of family life**
- **Large extended family links**
- **Strong family traditions (Sunday meals, joint vacations)**
- **Adults called *tio* and *tia***

CARNIVAL

- **Began as hidden expression of African culture, initially outlawed**
  - Getulio Vargas turned into expression of nationalistic pride
- **Government funding and control led to become tourism industry**
  - Today is global attraction
- **Different forms of carnival**
  - Street to clubs
  - Rio and Sao Paulo (geared to tourism, *Escolas de Samba, Sambodromo*)
  - Bahia (*Rios Elétricos)*
  - Recife and Olinda (*Maracatu, Ciranda)*
  - Amazonas (*Pirantins)*
- **Is Carnival an equalizer, does it empower or delude the poor?**
 - Poor become "queens for a day"?
  - What is its legacy?

FUTEBOL

➢ **Derived from English term "football"**

➢ **Soccer crazed country**
  - ○ **Brazil stops for a month during world cup**
  - ○ **Exports its top players to Europe (estimated 1,000 players playing overseas)**
  - ○ *Pele, Garrincha, Zico, Ronaldo, Ronaldinho, Neymar*

➢ **Only country to have won five world cups**
  - ○ **Vividly remember 1962 and 1970 wins**

➢ **Path of social mobility for poor Brazilians (like sports in the US)**

➢ **Soccer management reflects patronage and corrupt politics**
  - ○ **Special name: *cartolas* or "top hats"**
  - ○ **Heads of major clubs and *Confederação Brasileira de Futebol* (CBF) are powerful and often corrupt**
  - ○ **João Havelange head of FIFA for many years.**

➢ **Relationship between soccer and politics is strong and complicated**
  - ○ **Use of soccer by the military regime to bolster Brazilian nationalism**
  - ○ **Use of soccer metaphors by Lula to bolster his popular appeal**
  - ○ **Some players have entered politics (*Romário*)**

RACE RELATIONS

➢ **Since Portuguese did not bring their wives to Brazil, they first took on India women as sexual partners.**
  - Sometimes the Portuguese would raise these children as their own, but most often not.
  - These mixed blood offspring were called *mamelucos* and they played a key cross-cultural role in assimilating Indians.
  - When African slaves arrived, Portuguese forcibly took on slave women as sexual partners
  - Led to widespread miscegenation and mixing of races over time.

➢ **Brazil received more African slaves than any other country in the world (10 times more than US)**
  - Has largest population of African-descendants outside of Africa
  - First arrived in 1538 and originated mainly from Nigeria and Angola
  - Large numbers died during the voyage
  - Very harsh living and working conditions (life span of 20 years)
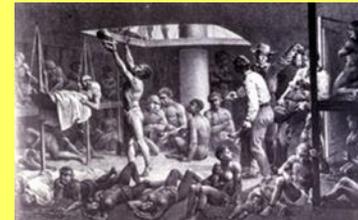
CENSUS DATA

➢ **Census shows that half of Brazilian self-identify themselves as Afro-descendant**
  - **Gradation of race, as Indians more respected than Afro-descendants, and lighter the color the less discrimination.**
    - **134 terms for race in Brazil**
  - **Study by Minas Gerais Federal University showed that 87% of all Brazilian (175 million) have 10% African blood.**

➢ **Racism has deep roots**
  - **Negative stereotypes**
    - *Baiano, negao, criolo*
    - *Negro de alma branca* "black man with white soul"
  - **Very few blacks on Brazilian television**
    - **Black actors in *novelas* play roles of servitude**
    - **Few blacks in commercials or advertising (largely European)**

RACIAL DEMOCRACY ?

* **Brazilian racism different from US or South Africa**

* **Discrimination not by blood by but appearance and class**

* **Overt discrimination or segregation laws never enacted in Brazil like in US**
  * **"US has millions of people who are not racist but is a racist country vs. Brazil has millions of people who are racists, but it is not a racist country"**

* **Myth of 'racial democracy" propagated by sociologist *Gilberto Freire***
  * **Thus it is often claimed that it is more of a class than race issue**
    * **Cite *Pelé* as proof**

* **But like in US major symbols of black success tied to sports and music**

* **Laws applied differently according to class**
  * **Special jail cells for those with college degrees**

DOWNSIDE OF INFORMALITY

* **The 'informality' and 'cordiality' of Brazil coupled with racial inequality masks a rigidly stratified society organized around class and racial lines.**
  * **Among world's worst concentration of wealth and land (Gini scale)**

* **Laws applied differently according to class**
  * **Special jail cells for those with college degrees**

* **Injustice and impunity breeds sense of fatalism and lack of empowerment, especially among the poor**
  * **Common expression *se Deus quiser or "god willing"* reflects a passive and non-ownership attitude**
  * **Enforced by slavery and Catholic theology during colonial period**

* **Another feature of Brazilian culture is class discrimination**
  * **Distortion in values and behaviors**

* **Different titles depending on social class and age:**
  * *Tu, você , senhor, dona, doutor, chefe*
  * *"Voce sabe com quem esta falando?"*

* **This is different from US which prides itself for informality and use of first names**
  * **Call managers by first name**
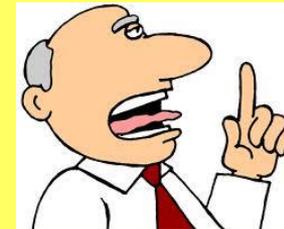
DIFFERENT WORK ETHICS

* **Disdain for manual labor and distorted work ethic**
  * **Servant class evolved from slavery**
    * **Drivers, maids, coffee ladies, office boys**
      * **World Bank office**
  * **The higher class you are the less manual or menial labor one does**

* **In the US the work ethic is based on meritocracy: the higher you climb in the corporate culture the harder you work.**

* **Economic effects the cost of labor**
  * **Unlike industrialized economies labor is cheap and products are expensive**
  * **Impacts on housing, industrialization, professions.**

* **Effects on architecture**
  * **Separate elevators and maids quarters**

BRAZIL – US DIFFERENCES

➤ **Brazil has not had a civil rights movement like the US despite making some strides with affirmative action /quota systems**

➤ **While US had a more serious race discrimination problem than Brazil due to segregation laws and brutal post-slavery period of KKK, lynchings, Jim Crow laws, it has now moved beyond Brazil in terms of laws and opportunities**
  - o **Obama, first African-American president**

➤ **With more blurred color line, Brazil can probably more easier overcome five centuries of discrimination, but the country first has to recognize that it has a race problem**
  - o **Lei de Cotas 50% of federal university slots reserved for low income and for Afro-descendants and indigenous persons (over 55,000 students by 2013)**